







GMH presents the Brougham - a new philosophy of luxury.

Luxury means many things to many people. But, whatever your idea of this elusive quality, it is likely to undergo a subtle change from the day you meet your Brougham. The idea at GMH was a simple one: limousine luxury that will put many a

high-priced import to shame. The result, a car that is noticeably longer, dramatically more beautiful than any Holden before it... with an attention to detail that overlooks nothing for your comfort and pleasure.

Standard equipment includes power-assisted disc brakes. Power steering. Powerglide automatic transmission. The whispering smoothness of a 5-litre V8 engine. And just about everything you could think of for inside ease and elegance.

What it all adds up to is more than just a luxury car. It is a totally new philosophy of what luxury in this price range should be. The Brougham Philosophy. To learn more about it, read on.





The Brougham Philosophy: You can't have too much of a good thing.

What you've seen on the previous page would be luxury aplenty for most cars. But with Brougham it's barely the beginning. Deep concern for detail is evident everywhere. Those front doors, for instance. They're crested, fully upholstered, padded, embellished with woodgrain, carpeted at

the base and each has a pull-out map pocket. And, of course, an armrest. Safety padding is just about everywhere, including the centre pillars, steering wheel cross bar and on the full width sun visors—which, for your lady passenger, also boast a vanity mirror at back. To throw plenty of light on the

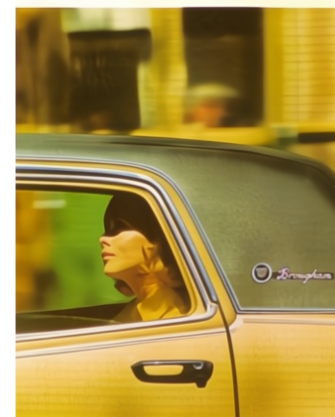
subject there are four door-operated courtesy lights, a centre roof lamp and another in the glove box. An infinitely variable heating/demisting system lets you decide how much hot air you want and delivers it with next to no fan noise. Reclining bucket seats and a floor console gear selector

can be ordered as optional custom features. Taking the outside view, a new island-style black vinyl roof is standard equipment — alternatives being off-white vinyl or a complete single-tone if you so desire. Along each side of the car, just below the window line, are two gold stripes.



These enhance Brougham's long, low look and provide an extra touch of distinction. And that handsome Brougham insignia, on either side of the executive roofline, makes no secret of the fact that you're driving this proudest of all additions to the new-generation line-up.

SUMPTUOUS BROCADE UPHOLSTERY SHOWN HERE IN BLONDE IVORY. ALSO AVAILABLE IN TEAL BLUE OR BLACK. WELCOME CUSTOM FEATURES ARE AIR CONDITIONING AND POWER-OPERATED WINDOWS.



The Brougham Philosophy: Royal treatment shouldn't cost a king's ransom.

It seems a bit belittling to mention money in the midst of such magnificence. But think how much more you'd pay for luxury like this in any other car. Those seats, for instance. Where could you find better — at any price? They're in sumptuous imported brocade, woven in a rich nylon blend so

the delicate tone-on-tone shadings will withstand year-to-year wear. Front and rear, the classic Brougham emblem is embossed on a broad centre armrest that swings down to turn a wide seat into individual lounge chairs. Deep and soft padding inches thick, cushions you gently at every

point of contact. Front seat backs, too, are padded, and have big pockets for maps or magazines; just as you'd get in a modern jet aircraft. Under your feet the luxury goes on, with costly cut-pile carpet of a softness and density unheard-of in the average home. It covers not only every inch of the

floor, but the lower panels of all four doors. Brougham's huge 32 cu. ft. boot is also fully carpeted, and the spare wheel covered, to protect your precious luggage. Throughout the Brougham interior, colour schemes bear the sure touch of a master decorator.

And to add luxury to luxury, you can specify power-operated windows, Frigidaire air-conditioning, even a tape player that lets you choose your own music and play it without interruption through the speaker of your radio.

WHEEL TRIM RINGS ARE STANDARD. SO ARE THOSE BIG 7.35 x 14 DOUBLE-BAND WHITEWALL TYRES. POWER-ASSISTED FRONT DISC BRAKES. FOUR HEADLIGHTS UP FRONT. POWER-STEERING REDUCES DRIVING EFFORT.



The Brougham Philosophy: A true luxury car should be seen and not heard.

The quiet world of the Brougham makes silence an almost tangible luxury; one that impresses you above all others. Noises you've grown accustomed to in lesser cars are strangely absent here — thanks not only to an extra smooth engine (more of which in a moment), but to lavish sound-proofing,

at every possible point, which GMH engineers put in thousands of man-hours to perfect. Quietness like this makes it hard to think of Brougham as a high-performance car. Yet you can drive this way, when you want to, with impressive results. Under that elegant bonnet sits

a 5-litre V8 that develops all of 210 horsepower. Acceleration is remarkable, especially at cruising speeds where you need it for safe overtaking. Economy is equally outstanding, since at 50 mph you're still just idling along at 1900 revs. Power goes to your driving wheels via Powerglide

— smoothest automatic transmission in the industry. Column control is standard, or you can combine a floor console gearshift with reclining bucket seats if you care to sport it up. To further your command of the road comes power steering and power-assisted front disc brakes.



A limited slip differential is standard. Advanced suspension clings like ivy on corners, makes every road seem smooth as a billiard table. As for dependability, GMH engineering excellence will see to it that Brougham inherits this traditional Holden virtue. And its high resale value, too.



Brougham. Facts and figures.

ENGINE: 5 litre V8, capacity 307 cu. ins. Bore and stroke 3.875 x 3.25 ins. Max. bhp 210 @ 4,600 rpm. Max. torque 300 lbs.ft. @ 2,400 rpm. Compression ratio 8.75:1. SAE (or RAC) rating 48.0 hp. OHV-vee engine with hydraulic valve lifters, camshaft contoured for lively performance plus economy. Full pressure lubrication system. Positive crankcase ventilation.

FUEL SYSTEM: 2-barrel Rochester carburettor, with automatic choke. Fuel tank capacity 16.5 gals.

ELECTRICAL: Heavy-duty 12 volt battery. 53 amp. hour capacity. Alternator.

TRANSMISSION: Powerglide automatic. Hydraulic torque converter coupled with planetary gear system. Column shift. Floor console shift is optional custom feature, only with reclining front bucket seats.

REAR AXLE RATIO: 2.78:1. Limited slip differential.

BRAKES: Four wheel hydraulic, self-adjusting vacuum assisted power brakes with tandem master cylinder operating separate circuits for front and rear brakes. Bonded linings at rear. Front

discs standard equipment.

FRONT SUSPENSION: Independent, short and long arm, coil springs. Stabiliser bar. Direct acting shock absorbers.

REAR SUSPENSION: Semi-elliptical 5-leaf springs. Direct acting shock absorbers. Optional 'Superlift' rear shock absorbers which allow adjustment of vehicle level under load.

STEERING: Energy-absorbing column and shaft. Power operated, recirculating ball steering, life lubricated. Ratio 16.7:1.

WHEELS AND TYRES: Short-spoke disc type wheels, size 14 x 5.00 J. Double-sided safety rims. Tubeless double-band whitewall 4-ply rayon tyres, size 7.35 x 14.

DIMENSIONS: Wheelbase 111.0". Track, front and rear 57.12". Overall length 192.1". Overall width 71.4". Minimum ground clearance 7.2". Overall height 57.3". Approx. kerb weight 3,247 lbs. Boot capacity 31.6 cu. ft.

OPTIONAL CUSTOM FEATURES: Frigidaire air-conditioning. Off-white vinyl roof. All-painted roof. 11 transistor manual or push-button radio.

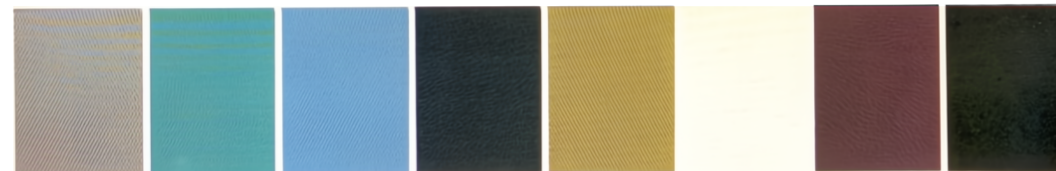
Laminated or tinted windshield. Power-operated windows. Reclining front bucket seats with seat separator. Floor console gearshift.

Special instrumentation containing ammeter, oil pressure and water temperature gauges. Heavy duty front and rear springs. 'Superlift' rear shock absorbers.

THE GMH WARRANTY protects your Brougham for 12 months or 12,000 miles. In addition, the GMH Guardian Maintenance Plan provides for free inspection and adjustment by your GMH Dealer at the first 2,000 miles.

CONFIDENTIAL TIME PAYMENT: General Motors Acceptance Corporation provides confidential time payment facilities through Holden Dealers everywhere.

Please note: Specifications and equipment listed in this catalogue, while correct at the time of printing, may be subject to change without notice.



SILVER MINK TENNYSON TURQUOISE HACIENDA BLUE PARAGON BLUE INCA GOLD ERMINE WHITE BURGUNDY MAROON WARRIGAL BLACK

Note: All colours except white and black are in metallic finish.

Beauty should stay beautiful.

Brougham's exterior finish is as permanently beautiful as a car's can be — and the chief reason is the paintwork itself. It's the one and only 'Magic-Mirror' acrylic lacquer that's been proved by millions of GM vehicles over many years in many countries and under all conditions and climates. Among automotive finishes, 'Magic Mirror' is without peer for lustre, long life, easy cleaning and

resistance to fading and chipping.

Beneath that beautiful paintwork, and protecting your Brougham in hidden nooks and crannies, is 'Rustgard' — GMH's new multi-stage process that lavishes zinc-rich primer on key panel areas, before assembly, to stop corrosion before it starts. There is also a new 'Dur-Ni' process which virtually triples normal corrosion resistance for

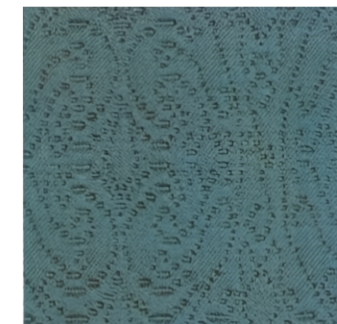
Brougham's glistening chromework.

Now comes the hard part: choosing your colours. Which of these gleaming metallic finishes, which of the plush brocade interiors do you find most tempting? To help you decide, study the printed renditions here. Then see your Holden Dealer for a close-up of the real thing.

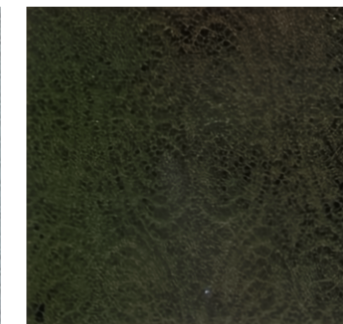
BLONDE IVORY available with Tennyson Turquoise, Inca Gold or Burgundy Maroon.



TEAL BLUE available with Ermine White, Hacienda Blue or Paragon Blue.



BLACK available with all the exterior colours shown above.



The Brougham Philosophy: Safety makes a comforting companion.

Brougham takes care of its occupants, and the driver's peace of mind, in two important ways. It's a safer car to drive, in terms of keeping out of trouble. And a safer car to be riding in, if trouble should occur. Heading the list of safety features is energy-absorbing steering, an exclusive GMH fitment that compresses under impact to

protect the driver's chest. Then comes dual-circuit braking. Double-sided safety rims on all wheels. Fusible link wiring to prevent electrical fires. A "knockout" rearview mirror. Low-profile knobs and switches. Padding in all the right places. Electric windshield washers and 2-speed wipers. Glare-reducing

interiors and wiper blades. Back-up lamps. An outside rearview mirror. Front-seat lap/sash belts. Safety-type door locks. Self-adjusting brakes. "Modified Zone" windshield. Positive crankcase ventilation. The standard safety list goes on and on. No car at any price is better equipped than Brougham in this vital regard.

